

# Leadership

## ASSIGNMENT COVER PAGE

### Assessment 2: Leadership research & critical reflection

<b>Course ID</b>	<b>BUSM4188 &amp; 4195 Leadership</b>
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<b>Word count</b>	<b>1606 words</b>

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## **I. Introduction:**

This report will focus on the three leaders who most impressed me. First, the person who is one of the two guest speakers, Mr. Minh Bui, president of the Beta Group, is a facility that provides entertainment, housing, and educational services. Besides that is Mrs. Sara Amendola, who is the Vice President of Data Analytics and Regional Development Manager for Vietnam. Last but not least is Mr. Le Hoang Son, the CEO and founder of UNIT Corp Vietnam, a technological business that specializes in offering Software Goods and Services. In the next part, this paper will analyze their leadership based on academic theory.

## **II. Body**

### **1. Based on the guest industry speakers' presentation, critically reflect on the qualities needed to be an effective leader.**

The activity from the leadership event in week 5 gave me a new insight that the major keys that creates a good leader is trust your instinct, believe in yourself and take the risk. I learned this from Mr. Minh Bui, who is one of the two distinguished guests, starting with the story about he always wanted to be a businessman but also having a strong passion for music. However, by trusting his instinct and believing in himself, he successfully achieved both of his dreams with the song in spite of hearing advice from everyone that he should just focus on one thing. Many theoretical assessments of charismatic leadership have found that a leader's demonstration of confidence is a crucial component of their efficiency and a precondition for being attributed with charisma (Cremer 2004). Also, Mrs. Sara Amendola taught me that a strong leader must have highly developed communication skills in order to influence others. A good leader is someone who generates enthusiasm and drive in their followers, is a big-picture visionary, and supports their team to achieve their goals (GÄCHTER 2012). Being self-confident and embracing my intuition are two major characteristics that I still have not seized since my friend and family considered me as a person who does not dare to accept failure and living safely in my comfort zone. By managing these traits, I can assist myself, take advantage of any opportunity that comes my way, prepare to embrace failure, and become confident in supporting and inspiring my teammates or future workers to reach their goals. My view of myself has changed as a result of this experience, and I now see myself as a brave team leader who can lead people with a high skill of communication in

every project or work rather than merely as a timid person who lacked self-confidence. Therefore, I believe that failure brings us one step closer to our intended results.

## **2. Introduce your chosen leader and analyze his/her leadership traits and behaviors.**

Unit Corp Vietnam is a technology company that Mr. Le Hoang Son started in 2010. The company's main concentrate is on supplying software services and goods to customers in Vietnam and worldwide. Moreover, he is the CEO and founder of UNIT Corp Vietnam, as well as the co-founder of UNIT Technology Singapore. Therefore, I decided to interview Mr. Son to understand his leadership (Figure 1).

As a big person of the company, Mr. Le Hoang Son has many admirable traits. Self-confidence is his most interesting trait. In the first stages of establishing a unit company in 2010, the software industry was scarce in followers and it is very complicated to develop. However, he still attempted that difficult industry and successfully created one of the greatest technology companies in Vietnam. The second trait is personal integrity. Mr. Son stated that being honest and accountable is the most important component in achieving success in work. Staff members learn the value of honesty as a character quality that is crucial to the development and maintenance of a strong moral identity by identifying it in their leaders through social interactions and the ethical culture they foster (Ete 2020). Moreover, "Being honest in any businesses and relationships" is also one of the big three core values of the company which he created to make the best environment for his employee to develop and raise up the trustworthy in the company. By respecting such factors improved his market reputation, providing him additional opportunity to grow.

According to RMIT, Michigan research, strong leadership consists of two key behaviors: task-oriented and relation-oriented. During the interview with Mr. Son, I have seen that he exhibits both tendencies, but tends to be more relation-oriented. He did his best to provide support, encouragement, and coaching to his employees in order for them to perform the assigned responsibilities and reach their goals (Mahsud 2010). It was contended that employee initiative and motivation are increased by empowering organizational practices that raise the employee's effort-performance expectations or sentiments of self-confidence (Seibert 2011). Mr. Son often gives the potential employee to become the leader of a project, he believes that once he trusts in giving responsibility, support and coaching them, he will get a new generation of leaders who can

help him to develop the company. Also, as a leader of a big company, he wants to create a "Second Home" for his employees to make them feel comfortable with the working environment and create a stronger relationship by internal tours, parties, activities, etc. In addition, he cares about his employee's health by developing a program called "5PM" that may assist their job become faster by automatically reporting their work, allowing them to end their shift on time and dedicate more time to other activities and having more space to help their creativity improve.

**3. Through the lens of a specific contemporary leadership theory, analyze how the guest speakers and your chosen leader foster innovation in their organization.**

To be a genuine leader and achieve commercial success, you must understand how to excite and engage your staff, resulting in increased productivity and creativity (Press 2023). Mr. Minh Bui, Mrs. Sara Amendola and Mr. Le Hoang Son shared a common vision that makes me admire them. They are always ready to foster innovation and they all have different ways to do it.

I believe that Mr. Minh Bui is a very special person by the way he shared that he loves to be creative and always looking for something different. Having a creative mentor has been shown to have a positive impact on people's career-long creative growth (Koseoglu 2017). That is the reason why he created BETA which is defined for something done but not perfect. By having that name, it always reminds him and his employees that they need to look for something that can improve, develop and challenge themselves. And, he also reminds us that discipline and consistency are the major keys to keep following the message from the name "BETA".

Researchers looking at brain scans have lately found that creative bursts occur when the mind is not actively focusing on something (James 2015). Mrs. Sara Amendola shared that one of the way to foster creativity is discipline. By being disciplined and managing your timeline to prevent stress, you can have more space to create space in your head to be creative.

Mr. Le Hoang Son has his own pathway to foster innovation in his organization. Employee empowerment will positively impact innovativeness because empowered employees are more likely to be creative and motivated than others (Fernandez 2013). First, he created a great way to marketing in the company by organizing a group of potential employees to come to the Fintech Festival in the foreign country each year to introduce new product to the Global Market, also let

them investigate about another workshop of other company, attend the event, lectures by famous speakers so they can open their minded and dedicate the new idea to help the organization develop. Second, Mr. Son usually gives his employees an opportunity to show out their talents by being the leader in their own project. Staff members are more confident in reaching their goals and making a significant contribution when they feel competent in their roles, or when they are psychologically empowered (Men 2011). Currently, Unit got a strong team of leaders for each department in the company that got promoted from the opportunity that Mr. Son gave to his employees.

#### **4. What do you learn from the guest speakers and your chosen leader in using power and influential tactics to become an effective leader?**

To become an effective leader, each leader must have their own power and influencing techniques. The research of French and Raven classified power into five basic types: legitimate, reward, coercive, referent, and expert. Following the meeting with Mr. Minh Bui, the guest speaker, and the discussion with Mr. Son, I feel that there is no proof to prove which kind is superior, it is based on how a leader can use multiple powers to a random scenario and handle it properly. It is not simple to manage a department or an organization, however good leadership is crucial to a company's success (Feltner 2008).

In order to help their subordinates know how to perform better, leaders routinely provide feedback in a timely way while concentrating on the behavior or job at hand (Young 2017). Mr. Minh Bui has stated that everyone is different through their challenges in life including him, he has to change himself to adapt with human being, organization to be a good leader. Mr. Minh Bui demonstrated his expert power by telling the tale of how he implanted a vision in the company's first employee and transformed him from a person with the old mentality to an inventive employee who helped the firm improve by utilizing the rational persuasion strategy to influence him. In the story, Mr. Minh Bui accepts the project's loss as strong evidence to teach the first employee that the organization needs to innovate. Currently, he is the CEO of BETA group and has become a very productive leader.

Effective leaders may foster a work environment in which employees are happy and productive, positively contributing to the organization's success (Feltner 2008). Mr. Son is a great charismatic leader who can afford his employees happiness and satisfy them with a great working environment

by using the referent power. Moreover, by applying the ingratiation tactic, the organization becomes a place with a great atmosphere and being ideal for people to develop. Therefore, his staff always get in the good mood and perform well at work. Not only that, he shortens the distance between his employees and himself by using the personal appeal and showing out his expert power, he tries to assist and provide feedback on any project or job that an employee is working on, also coaching them, making them feel like he is an incredible boss as well as a wonderful friend.

### **III. Conclusion:**

Mr. Minh Bui, Mrs. Sara Amendola, and the leader I adore, Mr. Le Hoang Son provided me with a fresh perspective on how a leader works and what it takes to become a successful leader. Additionally, each of the three leaders has developed their own attitude in order to become their own version of an effective leader. In general, I feel that by understanding their strategy and applying it to my own challenges in life, I will be able to become the best version of myself as an excellent leader.

#### IV. Appendix:



**Figure 1: Proof of interview Mr. Le Hoang Son**

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